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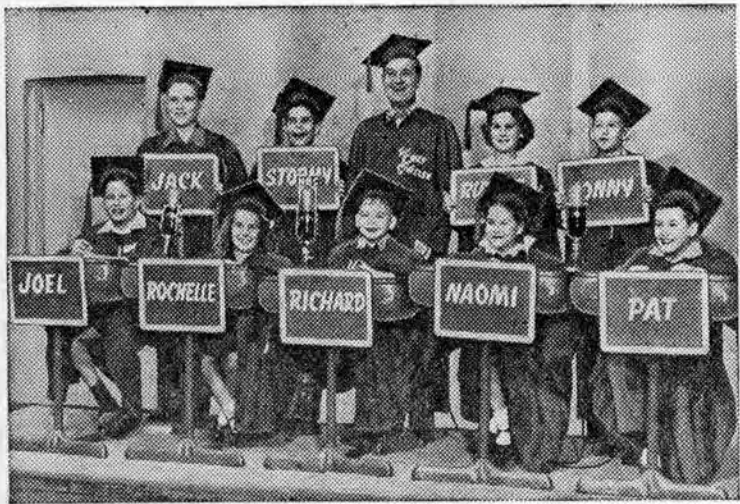
Maine Broadcasting System (WCSH Portland, ME)

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NEW FALL SHOWS STILL ON PARADE

Amazing Quiz Kids, In Seventh Year, Heard On Maine Stations



THEY KNOW THE ANSWERS—Left to right, front row: Joel Kupperman, Rochelle Lieblich, Richard Weixler, Naomi Cooks, Pat Conlon. Back row: Jack Rooney, Stormy Berry, Quizmaster Kelly, Ruthie Duskin and Sonny Lunde.

Six years and more than 8,000,000 questions after they first amazed the nation's adults with their wit and knowledge, the famous Quiz Kids are back on NBC and Maine's WLBZ, WRDO and WCSH, Sundays at 4.00 p. m.

On June 28, 1940 a panel of junior high and grammar school mental wizards proved that the old adage was wrong—children should be seen and heard. Since that time their program mail has brought 8,340,000 questions from listeners, some letters containing as many as 10 questions. Of that total, Quizmaster Joe Kelly has asked the youngsters 4,173 perplexers that would have stumped most adults.

Each listener whose question is used on the program receives a portable radio. If the "kids" fumble,

the contributor receives a \$200 radiophonograph.

Eligible until they reach the age of 16, the young experts receive a \$100 bond each for every appearance whether or not they answer a question correctly. Richard Williams, who became 16 last December, was the highest winner with \$21,300 in bonds for 213 appearances. Ruthie Duskin, 12, places the girl winners with 94 appearances for a total of \$9,400. Six year old Richard Weixler with 19 appearances already has \$1,900 in bonds.

The Quiz Kids are chosen each week from recommendations of school teachers and friends. The 10 best qualified, as determined by questionnaires, are auditioned each week, and of these one or two are chosen.

Singing Cowboy, Roy Rogers, Heads New NBC Variety Show

Another highlight in an unusual career is chalked up this month by Roy Rogers, singing king of the cowboys, who makes his bow in a new all-western, musical variety show over Maine's three NBC stations Saturday nights at 9.00 o'clock. The new program replaces National Barn Dance.

Rogers, whose dramatic career began with Santa Claus role in a grammar school play, wasn't always the hard-riding, straight-shooting cowhand he is today. The first horse he ever rode was an old away-backed mare that pulled a plow on his father's farm near Duck Run, Ohio.

Though he yearned to be a cowboy from early boyhood, he restrained his ambitions through high school and even contemplated studying dentistry. But the family fortunes took an unexpected turn and the college education was denied him. So Roy bought a guitar, mastered it and specialized in cowboy songs.

In 1929 he went west, working as a fruit picker, truck driver and California highway commission employe. Then came the movies, western pictures and fame, with his voice, his guitar and Trigger, his wonder horse.

In his new radio show Rogers has some of his picture pals, notably Gabby Hayes and his screen sweetheart, Dale Evans. Others of the cast are Pat Buttram, the Sons of Pioneers and Country Washburn and his orchestra.



Roy Rogers

Staff Slants

John Hogan, WCSH news editor, was in New York City the latter part of September, during which time he visited the central bureaus of United Press, Associated Press and International News Service.

Margaret McCurdy of Portland is now employed at WCSH as bookkeeper-stenographer. She replaces Virginia Gronberg, who is now commercial continuity writer at the Portland outlet.

Fred Allen And Senator Claghorn Heed Call Back To Allen's Alley



MAH FRIENDS!—Ken Delmar as Senator Claghorn and Fred Allen rehearse NBC Sunday show.

Melton To Emcee Harvest Of Stars



Jimmy Melton

Important changes come to NBC's Harvest of Stars program as it begins its second year on the air this month over WCSH, WLBZ and WRDO. First in importance is the introduction of opera tenor James Melton as permanent singing master of ceremonies.

In addition the guest star policy has been changed in favor of greater emphasis on music. The series, which has achieved great popularity in its first year on the air, will continue with the symphonic orchestra under direction of Howard Barlow, noted American conductor. The program also will feature Lyn Murray's mixed chorus and a weekly dramatic story of American contemporary life or historical highlights.

James Melton, who has sung concerts in Maine, traveled to the Metropolitan Opera by way of radio networks. He started his radio career over NBC in 1927 with Roxy's Gang and was a member of the Revelers, one of radio's most famous quartets. He made his "Met" debut in 1942.

Dick Dysart, who directs the regular Cony High broadcasts on WRDO, Augusta, has been elected president of the senior class at Cony.

Fresher than ever (so NBC says) after a summer's relaxation in Maine's Old Orchard Beach, Fred Allen and his wife, Portland Hoffa, return to their usual Sunday evening half hour at 8.30 over the Maine Broadcasting System stations this month.

Fred's regular funmakers are with him again this season, including that Dixie gentleman, Senator Claghorn (Ken Delmar), who'll be coming to the south side of the microphone with a new stock of stories, Minerva Pious as Mrs. Nussbaum, Parker Fennelly as Mr. Moody.

The musical portion of the program will be provided by Al Goodman and his orchestra and the DeMarco Sisters, singing fivesome. A parade of guest stars is being Tallulah Bankhead, Monty Woolley, Edgar Bergen and Charlie McCarthy, Sir Cedric Hardwicke and others.

Dyer Signs Up For Shell Journal Show



Hal Dyer

A new program, now being aired on all three of the Maine Broadcasting System stations (WCSH, WRDO and WLBZ) is the Shell Journal, sponsored by the Shell Oil Co. and voiced by Hal Dyer.

This crackling ten minute program of sports news and world events is heard each Monday, Wednesday and Friday, at 6.15 p. m. On the intervening days (Tuesday, Thursday and Saturday) Dyer

Changes Mark New Schedule Of NBC Stars

The end is not yet! The NBC Parade of Stars for the 1946-47 radio season which started late in August with the return of Cavalcade of America still passes in review before the loudspeakers of Maine listeners through the three stations of the Maine Broadcasting System.

As this issue of The Maine Broadcaster goes to press, still to come are the Eddie Cantor Show in a new time period—Thursdays at 10.30 p. m.; Bob Burns, also in a different period—Sundays at 6.30 p. m.; Jack Benny's time-tested routine in its regular Sunday evening spot, and the famous Quiz Kids who will be heard Sundays at 4.00 p. m. All these are scheduled for September debuts.

In addition, other programs with some old, some new voices, will begin their weekly parade to Maine listeners' homes with the coming of October.

First among these are the famous blackface pair, Amos 'n' Andy, whose inaugural this season comes October 1 in the same half hour they occupied last season, 9.00 to 9.30. Directly following them will be Fibber McGee and Molly, last year's highest ranking radio program of its type. The second day of October will bring back Ed "Archie" Gardner in Duffy's Tavern who will now be heard Wednesdays at 9.00 p. m. instead of on Fridays as in the past.

Abbott and Costello are booked for their return on October 3rd at 10.00, the same day and hour they occupied last year. Good news for youngsters who admire "westerns" in fiction and on the screen will be the notice that Roy Rogers, famous singing cowboy of the films, will take over the 9.00 to 9.30 p. m. half hour on Saturdays, beginning October 5th, in place of the National Barn Dance.

Another famous radio star, equally acclaimed by concert and opera audiences, will take over the master of ceremonies and principal singing roles in the Harvest of Stars program Sundays at 2.30 p. m. beginning October 6th. He is James Melton, he of the ancient automobile collecting hobby.

Another October 6 returnee is Fred Allen. Having finished his annual rest at Old Orchard Beach he and his retinue will return to the 8.30 p. m. period Sundays as of that date.

There'll be a lively exchange of vacation tales when Fibber McGee meets "Wally Wimple", "Doc Gamble", "Mayor LaTrivia" and "Mrs. Carstairs" on their first program. Jim and Marian Jordan, the real-life names of Fibber and Molly, actually lead lives not very different from those of their radio counterparts at their fictitious "79 Wistful Vista".

continues his famous Sports Diary.

The Shell Journal is a round-up of major sports news and items of special interest to Maine listeners. During the coming football season the program will carry gridiron news, predictions and scores, plus a complete coverage of Maine high school and college sports.

In the winter months, Maine listeners will come to rely on the Shell Journal for a report on road and skiing conditions throughout the state and for daily dispatches from winter training quarters of the major league ball clubs.

Dyer, a veteran Maine sportscaster, is in Boston attending the World Series and gathering material for future broadcasts.

THE MAINE BROADCASTER

THE MAINE BROADCASTER is published monthly by Radio Stations WCSH, Portland; WLBZ, Bangor; and WRDO, Augusta—Comprising the Maine Broadcasting System.

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The subscription price is fifty cents a year, payable in advance

LINWOOD T. PITMAN, Editor

JOHN F. HOGAN, Assistant

FIRE PREVENTION WEEK

National Fire Prevention Week will be observed, by proclamation of President Truman, the week of Oct. 6th. During that week you will hear numerous reminders over WCSH, WRDO and WLBZ that the real job of fire prevention lies in the hands of you, the people of the nation.

This past year our losses due to needless fires have been tremendous. With a critical country-wide housing shortage already disrupting the veterans' rehabilitation program, unnecessary fires are more disastrous now than at any time in our history.

For example, in Portland alone last year, 133 building fires did an estimated \$163,589 damage, exclusive of a \$100,000 loss to federal government property in the Portland area.

These statistics for the city of Portland are not alarming, but the fact remains that at least 75 per cent of this loss could have been avoided by strict adherence to fire prevention rules.

When you tune in your radio during the week of Oct. 6th, take careful note of the many fire-prevention announcements which will be broadcast. When the announcer urges you to remove fire hazards which may exist on your property, do your best to comply. Many valuable tips on fire prevention will be broadcast, but they will be only wasted effort if you, the public, do not cooperate wholeheartedly.

AGNES GIBBS' LETTER

WCSH Home Economics Director

October is here and frost is in the air—Apples have come into their own and, thank goodness, they are more plentiful than they were last year. Apple sauce can fit with any meal, so have it often. Use it to top gingerbread; serve it with pork or have it plain, spiced up with those red cinnamon candies.



Canning time isn't over yet. Those last tomatoes should be put up, and remember, green tomatoes also can be canned and used this winter escalated. They are delicious, too, if they are sliced, dipped in egg & crumbs and then fried or broiled. These are boiled-dinner days with cabbage wedges, turnip, beets, carrots, and potatoes, and ending up with red-flannel hash the next day. Just remember that the vegetables should be cooked in the shortest possible time until they are just tender.

With a hearty dinner, try the Graham Cracker Pudding recipe Mrs. Bertha Dorr of West Cumberland gave me. It takes no sugar and is delicious. Here it is: 1 pint milk scalded, pinch salt, 4 graham crackers crushed, 1 beaten egg, 1/2 cup dates cut. Cook until thick. Serve cold with cream or plain, it is good when hot over thinly sliced stale cake. Serve cold with a dab

of jelly.

Hot cereal days are just ahead and remember that a good breakfast starts the day right for every member of the family. Try and make cereal interesting by serving it in various ways with a dot of butter in the center—plumped raisins or other dried fruit—apple sauce—maple syrup or molasses. They love it!

Are you all settled with your houseplants all in place? Remember those window sills with an application of paste wax. A piece of plastic makes a good mat for flower pots, or a circle or two cut from an old hot water bottle works very well. It will save you many steps this winter if you locate and use a pitcher or container that doesn't spill or drip when you water the plants.

Each month I try to put together a few timely recipes, but there isn't room in the Broadcaster for more than one. Drop me a line at Station WCSH and I'd love to send you our October recipes.

Thanks to those of you who have sent in recipes and suggestions. I'm finding them so helpful in my broadcasts.

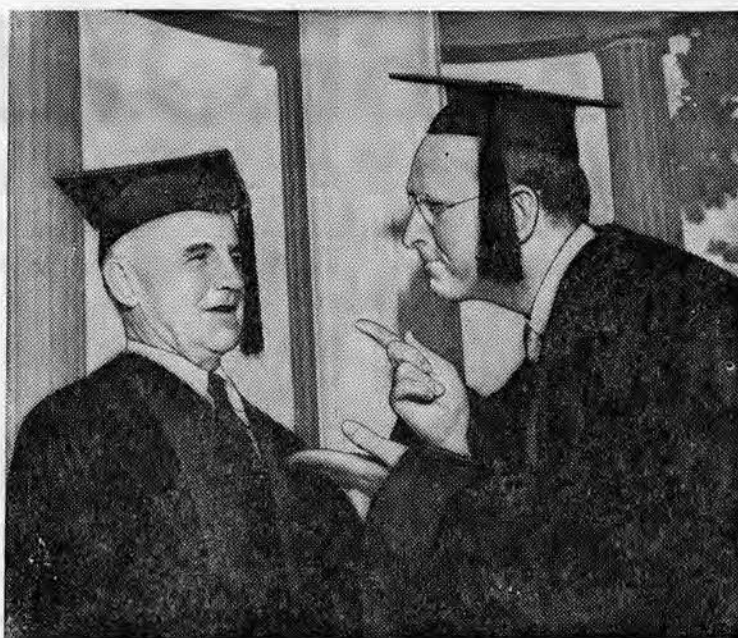
Until tomorrow morning then at 8:30 over WCSH Good-bye

The National Eight and Forty, honor society of the American Legion Auxiliary to child welfare, has announced through its president, Mrs. Crawford J. Mortensen of Nebraska, that Miss Irna Phillips, has been selected to receive its highest award Miss Phillips is the author of the daytime radio dramas The Guiding Light, Today's Children, Women in White, and Masquerade. In part, the citation said: "Miss Phillips was chosen because through her four daytime radio dramas she has achieved dissemination of education in the art of social living and the science of child care."

NBC's John MacVane, Portland Native, found a way to surmount a difficulty that had him perplexed while covering the United Nations Security Council meetings. To John, facial expressions of the delegates are important, because they give added meaning to words. But from his seat up near the ceiling in the large room where the meetings were held, he couldn't see the expressions. He contacted his wife by telephone, and next day council delegates were surprised to see MacVane focusing upon the every smile or frown with a pair of husky binoculars.

Louise Erickson is changing schools this Fall. The blonde teenager who is heard regularly on A Date With Judy plans to enroll at UCLA. She went there in 1944 but her radio schedule presented her finishing the full year. In 1945 she attended Occidental College in Los Angeles.

One of radio's oldest programs, heard since Sept. 27, 1933, has just celebrated its 14th birthday. It's Waltz Time, conceived and produced by Frank Hummert. Since it began, Waltz Time has hung up some kind of record for the number of tunes it has presented, more than 5,000 of the nation's favorite melodies.



PROFESSORIAL HUDDLE—Kay Kyser, the Ol' Professor of NBC's College of Musical Knowledge (Wednesdays at 10:00 p. m.), pauses during a visit to his Alma Mater, the Univ. of North Carolina, to pass along a few words of professorial wisdom to Dr. Frank P. Graham, president of the University and a former member of the War Labor Board. The two educators find the university's famous Old Well a refreshing place to talk about the three R's of Kyser's "College,"—readin', ritin' and rhythm.

MAINE FARM TOPICS

By JAKE BROFEE

Agricultural Director — Maine Broadcasting System

Putting The Flower Garden To Bed For The Winter

The time draws near for putting our gardens in shape for the winter. Before this done, however, there is a consideration which should come first. Many gardeners make the error of putting off plans for the coming season until the new seed catalogues arrive in the winter; by that time, with the garden under a blanket of snow, and with sore backs from keeping walks and drives cleared of snow, it is all too easy to forget experiences of the past season. To avoid this situation take a notebook and pencil and give your garden a thorough going over while you still have the growing plants before you. Jot down the names of annuals which have been particularly successful and attractive, so that you will be sure to include them in your new seed order; likewise make note of those which have not done well, so that they may be omitted. Consider the grouping of annuals and perennials in respect to size and color combinations; perhaps you will want to eliminate some and re-arrange others. Now is the time to make the decision.



Jake Brofee

Consider also your shrub groupings for possible additions or changes in location. This is especially important, since the most favorable time for planting or moving shrubs—the minute the frost is out of the ground in the spring—usually arrives so suddenly that plans for this type of work are often long delayed. Finally, make a record of insects and diseases which have been bothersome so that materials and equipment needed for their control another year may be on hand and ready for use the first thing in the spring; attention to this detail can save a lot of grief because the early application of control measures for anticipated pests will prevent a great deal of damage to the garden.

Harvesting Gladiolus Corms and Dahlia Tubers

One of the first fall jobs in the garden is to harvest gladiolus corms and dahlia tubers. Do this as soon as the tops have been struck down by frost. The tops of the gladiolus plants should be cut from the corms immediately upon digging. Formerly a few inches of the lower part of the stalk was left attached to the corm, but the tendency now is to make the cut close to the corm, particularly if any thrips have been present during the growing season. All the tops and other waste should then be burned, or buried deeply in the ground, as an added precaution against thrips. Spread the corms in any airy location where there is no danger from frost for a few days until they are dry. They then may be temporarily stored until ready for cleaning. Watch them closely at this time and separate the old corms from the new ones as soon as they can be broken apart cleanly (this may be from four to six weeks after digging). Here again all the waste material should be destroyed. After

cleaning, place the new corms in storage, the ideal conditions for which are good ventilation and a temperature maintained at from 38° to 40° F.

Dahlia tubers should be air-dried until all loose soil can be shaken off, before placing in storage in a cool, well-ventilated cellar. If the cellar is very dry it is well to place a small amount of damp soil, or slightly moistened sphagnum moss, in the box of tubers to keep them in good condition, being careful, however, that it does not come into contact with the tubers themselves.

Preparing the Garden for Bed

After several frosts or a hard freeze has killed back the annuals and perennials in the garden all old foliage and stalks should be removed. Some put this off until spring but fall is a much more suitable time for, since they are just becoming dormant, the plants may be walked and worked over without damage to the crowns. Moreover, the fall clean-up is an important part of the program for disease and insect control, as many of our troublesome pests overwinter in or among the old plant parts. Because of the possibility of harboring pests, it is well to destroy all refuse by burning or by deep burying rather than by adding it to a compost pile. This clean-up also should extend to the vegetable garden, and should include weeds growing in and around the garden. Remember, in particular, if you grow sweet corn, the law requiring that all corn stalks and stubble shall be plowed under or destroyed by fire before November 1; destruction of the old plants is as yet the only proven means of control of that miserable pest, the corn borer.

With the approach of freezing weather comes the time really to put the garden to bed for the winter. In order to do this properly it is first necessary to understand the needs of plants during cold weather, and the manner in which winter damage may come about. With hardy plants such injury is not caused by the actual low temperatures, but rather by sudden fluctuations of temperature, by the drying



Dr. A. S. Kohanski

NEIGHBORS

BY

ALEXANDER S. KOHANSKI, Ph.D.
Executive Director
Maine Jewish Council

I shall utilize the space allotted to me in these columns to acquaint the reader with some aspects of Jewish cultural life in Maine.

The Jewish population in Maine comprises some 9,000 souls, living in large and small communities throughout the wide expanses of our state. Like every other group, they are an integral part of the general community and are active in the every-day functions of the cultural, civic and communal life of their respective places of residence, as well as in county and state affairs. As to their Jewish cultural interests, they are too scattered, especially in the small towns and rural sections, to be able to rely entirely on their local resources.

To be of mutual aid in the development of Jewish education and charitable causes and the promotion of better inter-group relations representatives of all the communities formed the Maine Council, which now enters its ninth year.

Jewish education aims primarily to transmit the Jewish religious, moral and ethical values to the younger generation. In week-day afternoon Hebrew schools and, in the small towns, in Sunday schools, the children study Hebrew, Jewish history and religious customs and ceremonies. During the summer they attend a camp—Camp Lown, near Oakland where their Jewish education is furthered in the environment of nature.

The forms of adult education vary with the size of the community. In the rural sections and small towns, the intimate study group is the prevailing form. One group, for example, delves into the history of the Jews in America—their part in the Revolutionary War, in the development of industry, commerce, agriculture, the arts and sciences; their share in the defense of our Country and the building of American democracy. Another group studies the traditional background of Jewish holidays and ceremonies.

In the large cities, the annual public lecture series is a main feature of the cultural program, especially of the Jewish Community Centers in Portland, Lewiston, Auburn and Bangor. Other cultural activities are conducted by organized groups, such as B'nai B'rith, the Zionist Organization, Hadassah, Pioneer Women, Council of Jewish Women, and men's clubs and sisterhoods of the synagogues.

A medium of expression in print is found in two weeklies published by the Jewish Centers in Portland and Bangor, respectively, and The Gazette, monthly publication of the Maine Jewish Council.

Thus the Jews in Maine perpetuate their traditions of learning and cultural progress, and enrich the composite pattern of the American way of life.

effect of high winds and late winter sun, and by the heaving of the soil due to alternate freezing and thawing. Winter protection, then, should be directed toward keeping the ground frozen once it starts to crust over, through the application of mulches, and protecting with windbreaks and sunshades those plants whose foliage persists through the winter months.



Delaney Studios

It takes more than just those you hear on the air to supply your radio programs. The Maine Broadcaster thought you'd like to see what a station staff looks like. So here are most of the WCSH crew. It may be of interest to note that 21 years ago, the Portland station had three full-time employees.

Front row, left to right: Virginia Gronberg, continuity writer; Agnes Gibbs, home economist; Lucille McIntyre, technician; Bert Smith, commercial manager; William Rines, managing director; Linwood Pitman, promotion manager; Margaret McCurdy, book-

keeper; Margaret Smith, program secretary; Betty Bradford, program consultant; and Connie Motherwell, receptionist. Middle row, left to right: Wen Fogg, announcer; Eddie Lothrop, musician; Elmer Chambers, technician; James McConnochie, announcer;

Wally Harwood, musical director; Stanton Woodman, local sales; Fred Crandon, chief engineer; Arthur Owens, program director; Paul Gill, announcer; Charlie Thompson, musician; Louis Fineberg, musician; George Nicholson, musician, and John Hogan, news

editor. back row, left to right: Gladstone Sawyer, technician; Richard Lewis, staff organist; Kenneth Cushing, technician; Hal Dyer, announcer; Jake Brofee, farm director; Jay Bovin, announcer; Floyd Barnett, technician; Norman Ayers, musician; Ralph

Buckley, assistant engineer; Arthur Leavitt, assistant engineer; George Rodick, technician; Albert Moser, technician, and Arman Reali, musician. Absent when the picture was taken: Roy Morris, Louis Darling, technicians; and Keith Gordon, announcer.

Capt. "Jimmy" Nicholson, First WCSH Technician, Back For Visit

One of the first men in radio broadcasting in Maine, and the first technician employed by WCSH more than 20 years ago, has been enjoying a well-earned rest from long Navy duty in his native State of Maine recently. He is Capt. James H. Nicholson, Jr., USNR retired.

In Portland with Mrs. Nicholson to visit relatives and friends for several weeks before starting southward for the Winter, Capt. Nicholson has renewed acquaintances with older members of the WCSH staff.

When WCSH was placed in operation in July, 1925, "Jimmy" Nicholson was its first licensed operator. He retained his technical post with the station until early 1928. In the interim he became known to hundreds of young radio listeners by virtue of conducting a children's program, in which he was known as Uncle Jimmy. He utilized the talents of juvenile singers, musicians and others and had a large following.

Upon leaving WCSH Capt. Nicholson engaged in radio engineering work for a time, then accepted a position with the Department of Commerce in its former Airways Division in Washington, rapidly winning promotion to the title of Chief of Communications, and when the Civil Aeronautics Authority was organized to take over the work of the Department of Commerce airways division, continued in the same capacity under the CAA.

Prior to the outbreak of World War I, Nicholson enlisted in the Navy and served as a radio operator, principally aboard submarines. Before the war ended he had won a commission. After the war he accepted a commission of lieutenant, junior grade in the Naval Communications Reserve. For three years following his discharge from active Navy service, he served as radio operator aboard merchant vessels.

He transferred his NCR affiliation, upon moving to Washington, to the Potomac River Command, and with the outbreak of World War II was called to active duty in the Navy Department with the rank of lieutenant commander. He continued the same type of work for



Jimmy Nicholson

the Navy that he had performed for the CAA in civilian life, heading up its far-flung communications system. In this capacity he traveled to every theater of war in both oceans, using air travel almost entirely.

Fashion Problems Solved By Actress

Florence Williams, who plays Anna Cameron on the daytime serial, "Barry Cameron," (WCSH, Mon.-Fri., 11:30 a. m.) is one woman who is never worried about clothes. She makes her own.

Those who know the young actress only professionally are unaware that in jobless stage-interludes in New York, Florence established herself as a seamstress and designer.

Recently, Florence needed a new evening dress for a magazine picture layout on "Barry Cameron." After several days of looking, she decided there wasn't a thing in the stores that she liked well enough to buy. So she bought five yards of navy blue crepe, some Roman stripe trimming, and in three days made a striking dress, copying the best parts of several dresses she had seen on her shopping expeditions.

Maine Council Of Churches Designs Program For Shut-Ins

Using the facilities of the Maine Broadcasting System to present an adult Bible class, the Maine Council of Churches, on October 6, will introduce a unique radio program called "Book of Books".

On subsequent Sundays at 9 a. m., outstanding Bible scholars of Maine and other states will be presented in 15 minute programs designed for shut-ins unable to share in the church's regular study program, and for adults who wish the benefit of the unusual leaders who will conduct the classes from week to week. Many Maine churches will use this broadcast as the stimulus and background for their own church school discussions, for youth fellowship and evening services.

The opening program of the series will be introduced by the Rev. G. Ernest Lynch of Portland, director of Radio Ministry of the Maine Council of Churches. Appearing on the first program will be Dr. Henry G. Russell of the Department of Religion, Colby College, who will present the first lesson Oct. 6, continuing with his second presentation of Old Testament backgrounds Oct. 13.

Prof. Robert P. Tristram Coffin, noted poet, will discuss and read from the great poetic passages of the Old Testament on the two following Sundays. A period of six weeks will be given to a treatment of the great Prophets of the Old Testament by Prof. Charles Gordon Cummings of Bangor Theological Seminary during November and early December.

The Rev. John Haynes Holmes, minister of the Community Church in New York City, will lead the class for three Sundays in December, dealing with the Gospel narratives, and giving readings from his own book, The Second Christmas.

To accompany this first series of Bible studies, a guide book has been prepared by Mr. Lynch, and will be available at 10 cents per copy from either of the three stations, or directly from the office of the Maine Council of Churches at 97a Exchange Street, Portland.

The program will have its own

theme music, written by the Rev. Mr. Lynch. It takes its name from a poem by an English writer, Percy Dearmer, beginning "Book of Books". Music for the appropriate words was written by Mr. Lynch in 1944 for the children of the First Parish Church in Portland which he serves, and will be prepared as the opening and closing theme for the broadcast by the First Parish Choir. In the booklet now being printed, words and music of this new tune appear, as will pictures of all those who are taking part in the program, a bibliography with suggestions for further study and reading, an outline of the projected plans for the second series of classes, beginning in January, 1947.



Rudy Marcoux

Absent when the large group photo above was taken was this son of Millinocket, Rudy Marcoux who came to Portland via WLBZ, Bangor. He is national sales representative for the Maine Broadcasting System.

Nationally Advertised Brands Week starts Oct. 4. Your neighborhood druggist will celebrate the event.

Dixie Mountain Group Sponsored

Delaney Studios
Georgia Harmon

Already ensconced in the radio preferences of many homes in the WCSH area, Jim Small and his Dixie Mountain Boys have earned sponsorship for each morning broadcast as a result of their earnest efforts on the air since early Summer.

The Vick Chemical Company was first to sign, presenting the group at 8.15 a. m. Mondays, Wednesdays and Fridays. Next came the makers of Quaker Oats, who now provide the backing for the mountaineers on Tuesdays, Thursdays and Saturdays at the same hour.

Since the Dixie Mountain Boys came to Portland with Jim Small they have acquired a talented accordionist, the only feminine member of the troupe. She is Georgia Harmon, a native of Maine, as is Small himself. Of other performers, Eddie Hendricks hails from the Carolinas and Jimmy Barton and Ray Crawford from Georgia.

Besides their six morning broadcasts, the group is heard over WCSH from 12.30 to 1.00 p. m. Sundays in Dixie Jamboree.

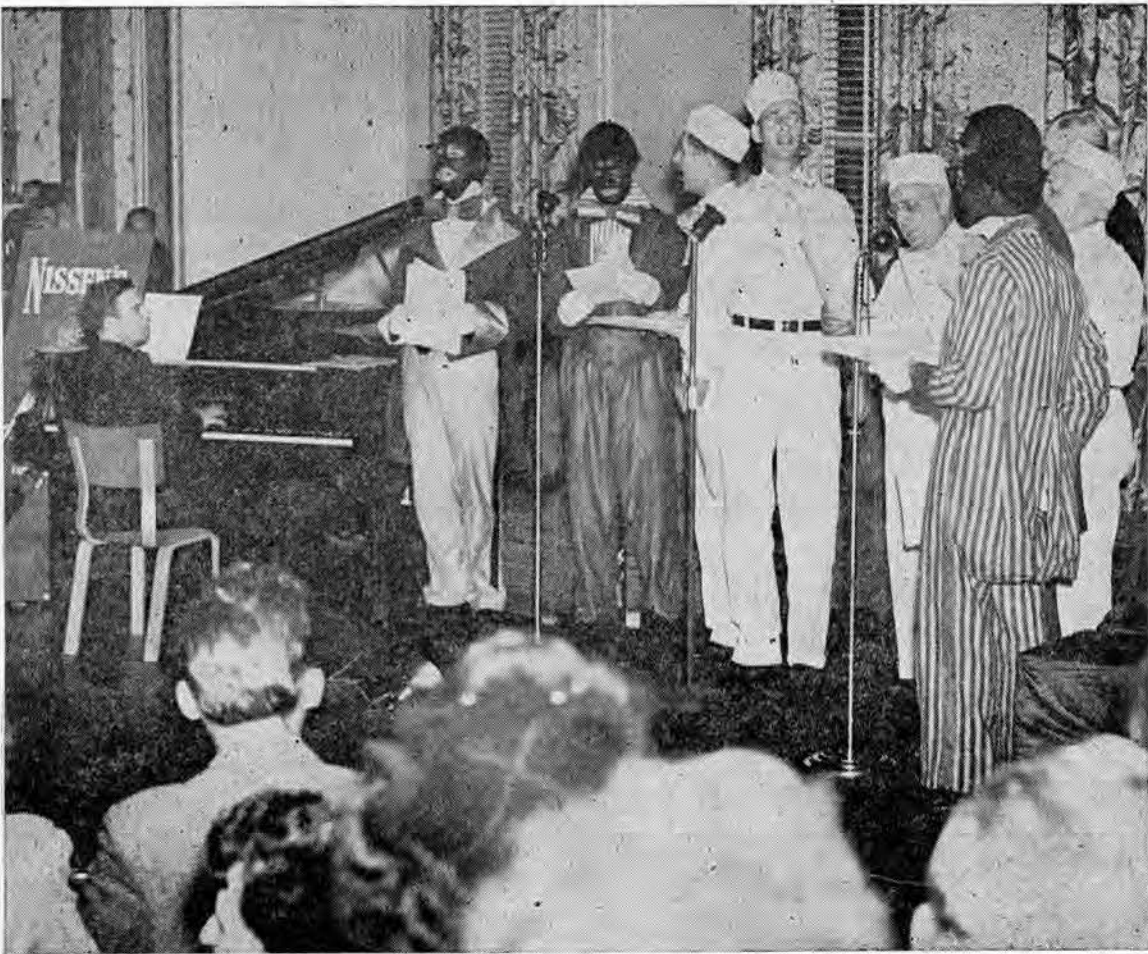
WCSH OCTOBER NIGHT SCHEDULE

970 ON YOUR DIAL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6.00	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News
6.15	Shell Journal (Shell Oil)	Sports Diary	Shell Journal (Shell Oil)	Sports Diary (Shell Oil)	Shell Journal (Shell Oil)	Sports Diary	Isles o' Casco Bay
6.25	Maine State News (P & R Coal)	Maine State News (P & R Coal)	Maine State News (P & R Coal)	Maine State News (P & R Coal)	Maine State News (P & R Coal)	Maine State News (P & R Coal)	
6.30	Sweet and Swing (Rogers Jewelry)	Sweet and Swing (Rogers Jewelry)	Sweet and Swing (Rogers Jewelry)	Sweet and Swing (Rogers Jewelry)	Sweet and Swing (Rogers Jewelry)	Listen to Leibert	Ask Me Another Anacin
6.45	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	Lowell Thomas (Sun Oil)	New England Forum	
7.00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Our Foreign Policy	Jack Benny (Fall Mall)
7.15	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)	News of the World (Alka Seltzer)		
7.30	To be announced	Hollywood Theater Sippy Peanut Butter	To be announced	Lucille Lavin Sings (Wayside Furn.)	To be announced	Behind the Curtain	Phil Harris & Alice Faye (Fitch Shampoo)
7.45	H. V. Kaltenborn		H. V. Kaltenborn	You Were There	H. V. Kaltenborn	Food For All	
8.00	Cavalcade of America (DuPont)	Rudy Vallee (Philip Morris)	Mr. and Mrs. North (Woodbury Soap)	The Aldrich Family (General Foods)	Highways in Melody (Cities Service Co.)	Life Of Riley (Teel)	Charlie McCarthy Show (Chase & Sanborn Coffee)
8.30	Voice of Firestone (Firestone Rubber)	A Date with Judy (Tums)	The Great Gildersleeve (Kraft)	Burns & Allen Maxwell House Coffee	Allan Young (Bristol Myers)	Truth Or Consequences (DUZ)	Fred Allen (Tenderleaf Tea)
9.00	Telephone Hour (Bell Telephone System)	Amos 'n' Andy (Lever Bros)	Duffy's Tavern (Ipana)	Kraft Music Hall (Kraft Cheese)	People Are Funny (Raleighs)	Roy Rogers (Alka-Selzer)	Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder)
9.30	Victor Borge Show (Socony-Vacuum)	Fibber McGee & Molly (Johnson's Wax)	Mr. District Attorney (Vitalis-Ipana)	Jack Haley Show (Sealtest Ice Cream)	Waltz Time (Phillips Milk of Magnesia)	Can You Top This? (Palmolive Shave Cream)	American Album of Familiar Music (Bayer Aspirin)
10.00	Contented Program (Carnation Milk)	Bob Hope (Pepsodent)	Fabulous Dr. Tweedy (Amer. Tobacco)	Abbott & Costello (Camels)	Mystery Theater (Molle Shave Cream)	Judy Canova (Colgate)	Drene Show (P & G)
10.30	Dr. I. Q. (Mars Candy)	Red Skelton (Raleigh Tobacco)	Kay Kyser's College of Musical Knowledge (Colgate-Palmolive)	Eddie Cantor (Pabst)	Bill Stern—Sports Newsreel (Palmolive Shave Cream)	Grand Ole Opry (Prince Albert)	Meet Me At Parky's (Old Gold)
11.00	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News
11.15	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	W. W. Chaplin	Story Behind The Headlines
11.30	Swing Circle	Swing Circle	Swing Circle	Swing Circle	Swing Circle	Swing Circle	The Pacific Story
12:00	News	News	News	News	News	News	News

MORNING AND AFTERNOON SCHEDULE

5.30 A. M.—The Downhomers	Daily except Sun.	12.15 P. M.—Luncheon Club	Mon. through Sat.
6.00 A. M.—NEWS	Daily except Sun.	London Column	Sunday
6.05 A. M.—Sunrise Salute	Daily except Sun.	12.30 P. M.—Marjorie Mills	Mon. through Fri.
6.30 A. M.—Maine Farm Topics	Daily except Sun.	Dairy Chat	Saturday
7.00 A. M.—NEWS	Daily except Sun.	Dixie Jamboree	Sunday
7.15 A. M.—Highways of the Spirit	Tues., Wed	12.45 P. M.—Homemakers News	Sat.
Sacred Heart Program	Thurs.	1.00 P. M.—ME. NETWORK NEWS	Daily
Morning Devotions	Fri., Sat.	1.15 P. M.—MAINE NEWS—Guardian Finance (Mon., Wed., Fri.)	
9.00 A. M.—Happy Hank	Mon. through Fri.	Woodfords Furniture (Tues., Thurs.)	Mon. through Sat.
Saturday Morning Roundup	Saturday	Our Ancestors	Sun.
7.45 A. M.—3-A Safety Man	Mon. through Fri.	1.30 P. M.—Musical Matinee	Mon., Tues., Thurs.
8.00 A. M.—MAINE NETWORK NEWS	Mon. through Sat.	Let's Talk About Children—Rines Bros.	Wednesday
World News	Sunday	Next Door Neighbor—Rines Bros.	Friday
8.05 A. M.—Organ Reveries	Sunday	To Be Announced	Sat.
8.15 A. M.—Jim Small & his Dixie Mt. Boys	Mon through Saturday	Unv. of Chicago Round Table	Sunday
(Vicks, Mon., Wed., Fri. — Quaker Oats, Tues., Thurs., Sat.)		1.45 P. M.—Robert McCormick—Burnham & Morrill	Mon., Fri.
8.30 A. M.—Agnes Gibbs	Mon. through Fri.	2.00 P. M.—The Guiding Light—Betty Crocker Soups	Mon. through Fri.
Morning Musicales	Sat.	Football Game	Saturday
Church School of Air	Sunday	R. C. A. Show	Sunday
8.45 A. M.—NEWS	Daily except Sun.	2.15 P. M.—Today's Children—Bismick	Mon. through Fri.
MAINE NETWORK NEWS	Sunday	2.30 P. M.—A Woman in White—Wheaties	Mon. through Fri.
9.00 A. M.—The Peabodys	Mon. through Fri.	Harvest of Stars—Int. Harvester	Sunday
Book of Books	Sunday	2.40 P. M.—Betty Crocker	Mon. through Fri.
Jumping Jacks	Sat.	2.45 P. M.—Masquerade—Softasilk Flour	Mon. through Fri.
9:15 A. M.—Tello-Test (Filenes, Mon. Wed. Fri.)	Mon. through Sat.	3.00 P. M.—Life Can Be Beautiful—Spic and Span	Mon. through Fri.
(Me. Central RR, Tues, Thurs. Sat.)		World Parade—Shaeffer Pens	Sunday
Sunday Song Service	Sunday	3.15 P. M.—Ma Perkins—Oxydol	Mon. through Fri.
9.30 A. M.—Women's Radio Journal—First National	Mon. through Fri.	3.30 P. M.—Pepper Young's Family—Camay Soap	Mon. through Fri.
Recess Time	Sat.	One Man's Family—Royal Desserts	Sunday
Words and Music	Sunday	3.45 P. M.—A Right to Happiness—Ivory Soap	Mon through Fri.
9.45 A. M.—D & H Miners—D. & H. Coal	Sunday	4.00 P. M.—Backstage Wife—Dr. Lyons Toothpowder	
10.00 A. M.—Jack Berch Show—Prudential Ins.	Mon. through Fri.	Energine	Mon. through Fri.
Adventures of Frank Merriwell	Saturday	Whitey Berguist & Orchestra	Saturday
First Radio Parish Church	Sunday	Quiz Kids	Sunday
10.15 A. M.—Lora Lawton—Bah-O	Mon. through Fri.	4.15 P. M.—Stella Dallas—Phillips Milk of Magnesia	
10.30 A. M.—Road of Life—Duz	Mon. through Fri.	Danderine-Mulsified Shampoo	Mon. through Fri.
Keep Posted	Saturday	4.30 P. M.—Lorenzo Jones—Bayer Aspirin	Mon. through Fri.
NEWS	Sunday	Lucky Stars	Sunday
10.45 A. M.—Joyce Jordan—Crisco-Dreft	Mon. through Fri.	Wake Up, America	Saturday
Organ Interlude	Sunday	4.45 P. M.—Young Widder Brown—Phillips Toothpaste	Mon. through Fri.
10.50 A. M.—State Street Congregational Church	Sunday	5.00 P. M.—When A Girl Marries—Calumet Baking Powder	
11.00 A. M.—Fred Waring Show	Mon. through Fri.	Baker's Chocolate	Mon. through Fri.
Teentimers' Show	Saturday	Wonderland of Music	Saturday
11.30 A. M.—Barry Cameron—Sweetheart Soap	Mon. through Fri.	Symphony of the Air	Sunday
Smilin' Ed McConnell	Saturday	5.15 P. M.—Portia Faces Life—Grapenuts—Swansdown	Mon. through Fri.
11.45 A. M.—David Harum—Bah-O	Mon. through Fri.	5.30 P. M.—Just Plain Bill—Anacin	Mon. through Fri.
12.00 Noon—NEWS—Nissen's Baking Co. (Blue Ribbon Bread)	Mon. through Sat.	American World	Saturday
NEWS	Sunday	5.45 P. M.—Front Page Farrell—Bisodol-Kelynos	Mon. through Fri.
		Songs by Snooky	Saturday



Nissen Blue Ribbon Minstrels Entertain For Maine Grocers

Now well into their third year of broadcasting over WLBZ, Bangor, Nissen's Blue Ribbon Minstrels added another triumph to their public appearance roll call when they played to a large and enthusiastic audience during the recent annual convention of the Maine Independent Grocers' Association at The Samoset in Rockland. The minstrel show was the principal attraction of the first night of the convention, following the opening dinner at which the Boston Herald's Bill Cunningham was featured speaker.

Sparked by WLBZ's Irving Hunter, program director, and Eddie Owens, announcer, who double on script for the minstrels' weekly broadcasts, the cast put on a half hour of fast patter and sprightly songs for the convention guests who included Mr. and Mrs. Cunningham, Maine's Senator Owen Brewster and Mrs. Brewster, Marjorie Mills of radio fame and others well known in trade circles.

The Nissen troupe arrived at The Samoset from Bangor in a chartered Maine Central bus and returned late that same night. They were accompanied by perhaps their most loyal fan, former Bangor police chief, Walter Holmes, father of Don Holmes, who is the "Mr. Bones" of the act. Retired Chief Holmes travels just about everywhere the minstrels go.

As with the radio program, the instrumental portion of the entertainment was supplied by Norman Lambert's orchestra, with Norm directing the entire ensemble.

Rev. Howard Hough Heard On WLBZ

Rev. Howard O. Hough, veteran radio pastor and founder of the Radio Parish Church of America, has added another Maine radio station to the hook-up which carries his regular Sunday morning services at 10:00 a. m.

Station WLBZ in Bangor is now broadcasting Rev. Hough's services, in addition to WRDO, Augusta and WCSH, Portland.

The plan of the Radio Parish Church of America is to bring a regular period of Sunday morning worship to radio listeners who live in communities which are not served by permanent churches. The services are non-sectarian; they represent no specific creed.

Rev. Hough founded the radio church 20 years ago on WCSH. He thus holds the record as pastor of the oldest, continuous religious effort in the history of American radio.

Berch To Star On New Variety Show



Jack Berch

Jack Berch, who inaugurated his program of songs and humor over Maine's three NBC stations, Sept. 30th, has been building a reputation as a radio "family man" since he first came to New York to broadcast eight years ago.

Regular features of Jack's show are his amusing encounters with his wife, Margo, and their three children at their hilltop house in Mount Kisco, N. Y.

The Berch home reflects Jack's decision that his family lead a normal life, without overtones of the theatrical. His spare time he spends gardening and fishing. When the children are older, he and Mrs. Berch plan to take a long-anticipated trip to Alaska.

With Jack on the new program is the Berch Trio. The group consists of Charles Magnante, accordionist; George Wright, organist; and Tony Mottola, guitarist. Eddie Dunn has the double role of announcer and "Mr. Clock".

The Berch show is heard now Monday through Friday at 10:00 a. m. Effective around the first of November it will move to 11:30 a. m. on the same stations.

Staff Slants

Dick Lewis, staff organist at WCSH, returned this month from a 12 day vacation, during which he and Mrs. Lewis made an automotive tour of Eastern Canada, Vermont and New York state. Dick motored 1,900 miles, stopping at Quebec, Montreal, and Niagara Falls.

Bob Burns Recalls First Coast Job



Bob Burns

Now that Bob Burns is back on the air Sundays at 6:30 p. m., the chances are ten to one that he's telling his audience during the pre-show warm-ups that he came to California with just \$3 in his pocket.

"And when you consider that I came out here to pick grapes," he will wind up, "I don't think I've done so bad."

The Arkansas humorist has tried many occupations in his varied career. He has been a farmer, hobo, cowboy, door-to-door salesman, carnival shill, dance-hall manager, dockworker, banana roust about, civil engineer, doorknob polisher, sergeant and rifle instructor in the Marines, surveyor, streetcar motorman and street hawker.

But no matter where he is—or what he happens to be doing—Bob Burns is always a friendly, down-to-earth country bumpkin with a plain, homespun philosophy of life. The tales you hear him spin on the air are the same tales he might tell a neighbor over the back fence.

As in past years, Bob Burns is heard in Maine over WCSH, Portland; WRDO, Augusta and WLBZ, Bangor. Time: Sundays at 6:30 p. m.

Lanny And Ginger Air Duets On WLBZ

When it's Time to Sing, with Lanny and Ginger Grey, it's time for enjoyable vocal duets by one of radio's most popular singing teams. Time to Sing is presented over WLBZ three days weekly, Mondays, Wednesday and Fridays at 5.25 p. m. by the Crown Jewelers of Bangor.

Lanny and Ginger were heard over WRDO, Augusta earlier in the season. Lanny started as a piano accompanist in 1935, in New York, later landing a vocal spot on NBC. In his radio career he has worked with Joan Edwards and Dinah Shore, among other singers.

Ginger, now Mrs. Grey, joined the act when one of Lanny's previous partners suffered a throat ailment,

Seven Of WRDO's Eight Men Served With Armed Forces



Front row: Capt. Jack S. Atwood, USMCR and Capt. Don K. Powers. Back row, left to right: CPO John Litwinowich, S 1/c George Newell, First Lieut. Elliott E. Hold, Tech. Sgt. Leslie R. Hubley.

With the recent return to Augusta of Capt. Don Powers, WRDO's war veterans recently assembled in the studios for a veteran's home coming celebration.

Since the start of the war, seven of the original eight male members of the staff have served with the Armed Forces. Army, Navy and Marine Corps were represented in the group, and all but one, Harold Blaisdell, are back in their former positions at WRDO.

CPO John Litwinowich, a naval reservist, was the first to be called, in 1940. He saw service in the Atlantic in the early part of the fighting and later participated in three Pacific campaigns, terminating with the Philippines invasion. He is a radio technician.

Elliott Hold volunteered for service in 1941, trained with the Signal Corps before Pearl Harbor. He entered OCS in 1942 and was commissioned a second lieutenant. He saw service with the 19th Tactical Air Force in the European invasion and in France and Germany, and is credited with six campaigns. He was promoted to first lieutenant in Europe.

In 1942 Harold Blaisdell, Jack Atwood and Don Powers enlisted. Blaisdell served with the Fourth Marine Division in the Pacific as a

platoon sergeant.

Atwood entered officer training at New River and was commissioned a first lieutenant in the Marine Corps Reserve. He served 19 months in the Pacific, took part in three campaigns, and received the Navy Commendation Ribbon. He was a captain at the time of separation last January 1.

Powers enlisted in the Army, went to OCS as an infantryman and received his commission in 1943. He was a company commander with the 79th Infantry Division which participated in the famous Battle of the Bulge, and holds the rank of captain. His division received the Presidential unit citation.

Leslie Hubley left WRDO in 1943 and served as a surgical technician during three Pacific campaigns. He was a T-4.

George Newell, a naval reservist, was at first rejected for service on a physical count, in the early part of the war, but later was called up and served at a naval station in Florida as seaman first class.

A compilation of the service records shows 17 campaigns, six of the seven men serving overseas; two citations, 24 ribbons and three of the seven receiving commissions. The average length of service was more than three years.

NBC Organist Records Maine Minister's Song



Jack Ward

Central Maine listeners familiar with the 'Keep On Keepin' On' broadcast of the Rev. H. A. Clark of Gardiner over WRDO Fridays at 12:30 noon may have wondered about the excellent rendition of the theme song that opens these broadcasts. It was arranged and recorded by Jack Ward, NBC staff organist, in tribute to the courageous spirit of the Gardiner minister, stricken with arthritis 18 years ago and confined to his home by paralysis.

The Rev. Mr. Clark wrote the theme song in 1928 for his bedside radio chats. His broadcasts of

homespun philosophy have brought courage to many listeners.

Addison Amor of the NBC Recording Division took a copy of the minister's song back to New York after a business tour of Maine and told the story to Jack Ward. The latter, one of radio's most talented organists, started on a law career at Temple University, Philadelphia, at the same time studying organ in the Quaker City. He later forsook the legal profession and was featured as an organist in leading theaters of the East, including Radio City Music Hall.

He joined NBC as a staff organist in 1940 and has appeared on many programs including Abie's Irish Rose, Waltz Time, the NBC Symphony, and with Lowell Thomas and Bill Stern. He also appeared in NBC television productions, and has scored musical settings for movie and recorded for commercial record transcription companies.

Eve Arden Chosen Star Of Tomorrow

Eve Arden, co-star with Jack Haley of NBC's Village Store, has been named one of the ten "Stars of Tomorrow" in the coveted Quigley Awards, determined by a national poll of newspaper critics and exhibitors.

Eve, who has just started her second year with the Village Store, has won wide acclaim for her portrayals of distinctive movie roles. She received an Academy Award nomination for her featured role in "Mildred Pierce," with Joan Crawford.

Eve Arden may be heard in Maine on WCSH, Portland; WRDO, Augusta and WLBZ, Bangor at 9:30 p. m. each Thursday.

WRDO OCTOBER NIGHT SCHEDULE

1400 ON YOUR DIAL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6.00	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News	
6.15	Shell Journal (Shell Oil)	Sports Diary	Shell Journal (Shell Oil)	Touchdown Tips J. B. Farrell	Shell Journal (Shell Oil)	Sports Diary	Catholic Hour
6.25	Little Show	Little Show	Little Show		Sportlight	Maine News	
6.30	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	Sweet Music (Rogers Jewelry)	The Marriners	Nearer Home Hour (Gospel Tabernacle)
6.45	United Press News	United Press News	United Press News	United Press News	United Press News	New England Forum	
6.55	Maine Radio News	Maine Radio News	Maine Radio News	Maine Radio News	Maine Radio News		UP News
7.00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Our Foreign Policy	Jack Benny (Fall Mall)
7.15	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)		
7.30	David Rose Show	Ward Donovan	So Proudly We Hail		Yankee Yarns (First National)	Prof. Quiz (American Oil)	Phil Harris & Alice Faye (Fitch Shampoo)
7.45	H. V. Kaltenborn	Let's Dance	H. V. Kaltenborn	Longines Symphonette	H. V. Kaltenborn		
8.00	Calvacade of America (Dupont)	Rudy Vallee (Philip Morris)	Mr. and Mrs. North (Woodbury Soap)	Aldrich Family (General Foods)	Dennis Day (Colgate)	Life of Riley (Teel)	Charlie McCarthy (Chase & Sanborn Coffee)
8.30	Voice of Firestone (Firestone Rubber)	A Date with Judy (Tums)	The Great Gildersleeve (Parkay)	Burns and Allen (Maxwell House Coffee)	Allan Young (Bristol Myers)	Truth or Consequences (Duz)	Fred Allen (Tenderloaf Tea)
9.00	Telephone Hour (Bell Telephone System)	Amos 'n' Andy (Lever Bros)	Duffy's Tavern (Ipana)	Kraft Music Hall	People Are Funny (Raleighs)	Roy Rogers (Alka Seltzer)	Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder)
9.30	Victor Borge Show (Socony-Vacuum)	Fibber McGee & Molly (Johnson's Wax)	Mr. District Attorney (Vitalis-Ipana)	Jack Haley Show (Sealtest Ice Cream)	Waltz Time (Phillips Milk of Magnesia)	Can You Top This? (Palmolive Shave Cream)	American Album of Familiar Music (Bayer Aspirin)
10.00	Contented Program (Carnation Milk)	Bob Hope (Pepsodent)	Fabulous Dr. Tweedy (Amer. Tobacco)	Abbott & Costello (Camels)	Mystery Theater (Molle Shave Cream)	Judy Canova (Palmolive)	Drene Show with Don Ameche
10.30	Dr. I. Q. (Mars Candy)	Red Skelton (Raleigh Tobacco)	Kay Kysers College of Musical Knowledge (Colgate-Palmolive)	Eddie Cantor (Fabst)	Heres to Veterans NBC Speaker	Grand Ole Opry (Prince Albert)	Meet Me at Parky's (Old Golds)
11.00	News	Maine Network News	News	Maine Network News	News	Maine Network News	Maine Network News
11.15	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	News Commentary	Story Behind the Headlines
11.30	Dance Music	Dance Music	Dance Music	Dance Music	Dance Music	Dance Music	

MORNING AND AFTERNOON SCHEDULE

6.30 A. M.—Maine Farm Topics	Daily except Sun.	12.45 P. M.—Radio Rodeo	Mon. through Fri.
7.00 A. M.—U. P. News	Daily except Sun.	Top Tune Time	Saturday
7.05 A. M.—Radio Reveille	Daily except Sun.	1.00 P. M.—MAINE NETWORK NEWS	Daily
7.30 A. M.—Kenny Boardman Show	Daily except Sun.	1.15 P. M.—This Is Our Duty	Monday
7.45 A. M.—Reveille Roundup—Grove's Cold Tablets	Mon. through Fri.	Sketches in Melody	Wed., Fri.
8.10 A. M.—NEW ENGLAND NEWS	Mon., Wed., Fri	U. S. Navy Band	Tuesday
Young People's Church	Sunday	U. S. Marine Band	Thurs.
8.00 A. M.—MAINE NETWORK NEWS	Mon., Wed., Fri.	South Of The Border	Saturday
8.15 A. M.—Do You Remember?	Mon. through Fri.	America United	Sunday
Dick Leibert	Saturday	1.30 P. M.—Carolyn Gilbert	Tues., Thurs.
8.30 A. M.—Thoughts for the Day	Daily except Sun.	Echoes from the Tropics	Monday
Church School of the Air	Sunday	A Miss and A Male	Wednesday
8.45 A. M.—World of Song	Mon., Wed., Fri.	Tabernacle Bible Quiz	Friday
Ray Bloch Presents	Tuesday	National Farm & Home Hour—Allis Chalmers Co.	Saturday
Roger Nye	Thursday	U. Of Chicago Round Table	Sunday
Treasury Salute	Saturday	1.45 P. M.—Robert McCormick	Mon. thru Fri.
MAINE NETWORK NEWS	Sunday	2.00 P. M.—The Guiding Light—Betty Crocker Soups	Mon. through Fri.
9.00 A. M.—NINE O'CLOCK NEWS—National Biscuit	Mon. through Fri.	NBC - Football Games	Saturday
Moments of Devotion	Sunday	R. C. A. Victor Show	Sunday
9.15 A. M.—Good Morning Melodies	Daily except Sun.	2.15 P. M.—Today's Children—Bisquick	Mon. through Fri.
9.15 A. M.—Story to Order	Sunday	2.30 P. M.—A Woman in White—Wheaties	Mon. through Fri.
9.30 A. M.—Women's Radio Journal	Mon. through Fri.	Harvest Of Stars	Sunday
Words and Music	Sunday	2.45 P. M.—Your Family's Food	Monday
9.45 A. M.—Sunny Days	Saturday	Hawaiian Harmonies	Tuesday
Harry Horlick	Sunday	Salute to Hits	Wednesday
10.00 A. M.—Jack Berch - Prudential Insurance	Mon. thru Fri.	Adventures in Research	Thursday
Percolator Party	Saturday	Salute to the Hits	Friday
First Radio Parish Church	Sunday	3.00 P. M.—Life Can Be Beautiful	Mon. through Fri.
10.15 A. M.—What's New	Mon., Fri.	World Parade—Shaeffer Pens	Sunday
America On Parade	Tues., Thurs.	3.15 P. M.—Ma Perkins—Oxydol	Mon. through Fri.
Voice of the Army	Wednesday	3.30 P. M.—Red Cross	Tues.
10.30 A. M.—Road of Life—Duz	Mon. through Fri.	Do You Remember?	Mon., Fri.
Adventures of Archie Andrews	Saturday	Hollywood Melodies	Wed., Thurs.
Voices Down the Wind	Sunday	One Man's Family—Royal Desserts	Sunday
10.45 A. M.—Joyce Jordan—Crisco-Dreft	Mon. through Fri.	3.45 P. M.—A Right to Happiness—Ivory Soap	Mon. through Fri.
11.00 A. M.—Fred Waring Show	Mon. through Fri.	4.00 P. M.—Backstage Wife—Dr. Lyons Toothpowder	Mon. through Fri.
Wake Up America	Saturday	Energine	Mon. through Fri.
Eternal Light	Sunday	Doctors at Home	Saturday
11.30 A. M.—Allan Prescott—Wife Saver—D. W. Adams	Mon. through Fri.	National Hour	Sunday
Home Around The World	Saturday	4.15 P. M.—Stella Dallas—Phillips Milk of Magnesia	Mon. through Fri.
NEWS SUMMARY	Sunday	Danderine-Mulsified Shampoo	Mon. through Fri.
11.45 A. M.—Art Van Damme Quintet—Levine's	Mon., Wed.	4.30 P. M.—Lorenzo Jones—Bayer Aspirin	Mon. through Fri.
Milt Herth Trio	Tuesday	Schools Are Yours	Saturday
Milt Herth Trio	Thursday	Quiz Kids - Miles Lab.	Sunday
Sports Glass—Levine's	Friday	4.45 P. M.—Young Widdier Brown—Phillips Toothpaste	Mon. through Fri.
Concert Miniature	Sunday	Nelson Olmstead	Saturday
12.00 Noon—UNITED PRESS NEWS	Daily except Sun.	5.00 P. M.—UNITED PRESS NEWS	Mon. through Fri.
The Pilgrim Hour	Sunday	N. B. C. Symphony of the Air	Sunday
12.10 P. M.—NOONDAY REVUE	Mon. through Fri.	5.05 P. M.—1400 Club	Mon. through Sat.
Top Tune Time	Saturday	5.25 P. M.—Five Minute Mysteries—Allen Drug and Lizotte Bros.	Mon. through Fri.
12.30 P. M.—Music Shop	Sunday	5.30 P. M.—Just Plain Bill—Anacin	Mon. through Fri.
Keep On Keeping On—Johnson House Garage	Friday	Columbia Record Shop	Saturday
Lutheran Hour	Sunday	5.45 P. M.—Front Page Farrell—Bisodol-Kolynos	Mon. through Fri.

Novel "Swap" Program To Be Aired Over WCSH

Phil Harris And Alice Faye Co-Star
On New Sunday Night Comedy Show



Phil Harris

Alice Faye of the films, and Phil Harris, Jack Benny's wisecracking, Dixie-loving bandleader, pal, have become radio's newest husband-and-wife comedy team. Their first broadcast—The Fitch Bandwagon—started Sept. 22 on NBC over WCSH, Portland; WRDO, Augusta and WLBZ, Bangor. It will be heard each Sunday at 7:30 p. m.

Phil and Alice rose to overnight stardom as a team almost immediately after their first program.

Phil, adopted by Southerners as one of their own because of his pleasant drawl and "that's what I like about the South" sentiment, was born in Linton, Ind. The Dixie accent was acquired in Nashville, Tenn., where he attended school. He began his musical career as a drummer but switched to singing because it required less effort.

Forming his own orchestra, he became a "triple threat" entertainer by crooning love songs that were the rage of the young college set, and tossing off quips from the bandstand between choruses. Harris was signed to the Benny show in 1936, where his smart retorts and malapropisms have become an important feature of the Sunday evening program. He continues on that program, which precedes his own by a half hour.

Alice was graduated from the chorus line to film stardom. The baby-faced New Yorker began her career as a dancer in vaudeville and was one of the chorines in George White's "Scandals" when Rudy Vallee met her. The crooning bandleader taught her to sing and gave her a job as vocalist.

When the Vallee outfit went to Hollywood for the screen version of the "Scandals," Alice was given a featured role, and she clicked. She stayed in Hollywood to become one of the cinema capital's leading actresses.

Two of the cutest kids in Hollywood will be playing the parts of two of the cutest kids in the San Fernando Valley—the Harris Children—on the "Bandwagon Show."

Jeannine Roos, whose "Hiya, Hotshot!" has been familiar to Jack Benny fans for the past season, and Anne Whitfield, who is Penny in NBC's "One Man's Family," will play the roles of the Harris children.

Four Maine Women Win Contest Prizes

While no Maine contestant had the good fortune to win a Buick automobile in the recent Robin Hood Floor contest, conducted over WCSH and WLBZ during the Peabody's program, four Maine women did earn worth while awards. Here are the winners and their prizes:

Mrs. Amy K. Schultz, Springvale - RCA-Victor radio-phonograph.
Mrs. Frederick E. Radie, Rockland - Frigidaire home freezer.
Mrs. Christian Anderson, Auburn - Bendix home laundry.
Miss Agnes C. Stanley, Monticello - Frigidaire.



Alice Faye

Welcome, Television

A Guest Column By
JAY JOSTYN
"Mr. District Attorney"

Radio listeners are mildly curious about how television will affect their favorite ether entertainers. To the uninitiated it appears as though it will revolutionize the industry — people on top will ignominiously disappear, while newcomers will take over.

While I do think a lot of talented performers who have heretofore been unable to find their niche will make their mark in television - I don't think that video will mean anything approaching an upheaval among present stars.

For one thing a tremendous percentage of today's stars are experienced performers; many are vaudeville veterans, many have made motion pictures and many have appeared in Broadway stage productions. For the most part, I believe they will welcome the television cameras since their talent will not be confined to the rather constricting medium of the microphone.

I, personally, will welcome the television cameras. After many years of playing in stock companies, my first experience with a microphone was a shattering one. An actor's voice is important - but equally important are gestures, expression, costumes, props and all the other visual elements which go into the business of make-believe. Radio, which is confined to an aural appeal, must limit itself to sounds. Thus, many excellent actors and actresses who have the misfortune to have similarly-pitched voices cannot appear on the same program together, since it would be too confusing to the listener.

Television will change all of that. The visual appeal will be as important as the voice, and while vocal balance will still be of some significance, it will not be the measuring rod for all dramatic entertainment.

I can't think of a single top-notch radio star of today who could not take television in stride were it to replace radio on a nation-wide basis immediately. Jack Benny, Bob Hope, Fred Allen, Hildegarde, Fibber McGee and Molly, Red Skelton, "Truth or Consequences" and Edgar Bergen, to mention a few, could step into television today and not only hold their radio reputations, but undoubtedly zoom to even greater successes.

Staff Slants

A newcomer to the WCSH, Portland, staff is Victor Best, former news editor of KGGM, Albuquerque, New Mexico. Best also served on the staff of WFBL, Syracuse, N. Y. He assumes duties as assistant news editor in the WCSH news room.

Digger O'Dell Polishes His High Hat
And Sharpens Wit For "Life Of Riley"

Veteran radio actor John Brown returned to one of his favorite roles on Saturday, Sept. 7, when he donned the black frock coat and stove-pipe hat of "Digger O'Dell," the hilariously solemn undertaker, in the Life of Riley. (Time: 8:00 p. m. on WCSH, Portland; WRDO, Augusta and WLBZ, Bangor.)

Brown, who has never done less than five shows in any week since 1934, says he finds the down-to-earth philosophies of the doleful Digger as funny as audiences do.

"I have to read my lines over several times during rehearsals before I can keep from chuckling over them myself," he says. "Usually I experience stage fright on every show I do—even after all these years on the air, but in the role of Digger I have so much fun I forget all about my audience."

Brown joined William Bendix, star of the Life of Riley, on the show last year. As friend and confidant of Riley (played by Bendix), Brown goes through his comedy role in straight and serious manner.

"You may like not like flowers, but they finally grow on you," is an example of the philosophy the Digger expounds.



Digger and Riley

WLBZ-WRDO Carry Grid Forecasts By Sam Hayes



Van Des Autels

Now starting its second month of broadcasting over WCSH is a transcribed dramatic show that is well into its fifth year nationally and recognized as one of the top dramatic productions on the air.

It is Skippy Hollywood Theater, presented by the manufacturers of Skippy Peanut Butter. Each week the program features screen players in radio plays tailored to the star's or stars' individual talents. Announcer for the show is Van Des Autels, who has been with the Skippy productions since the start.

Skippy Hollywood Theater is aired weekly over WCSH on Tuesday evenings from 7.30 to 8.00.

Gloria Wood has replaced Trudy Erwin as a member of the Campus Kids Quartet on Kay Kyser's College of Musical Knowledge.

Surprisingly accurate football predictions are forecast by Sam Hayes on the new sports fare, Touchdown Tips, aired by both WLBZ, Bangor, and WRDO, Augusta for sports fans this season.

WLBZ carries the program Thursday nights at 7.45, sponsored by the Rapaport Tire Company, while WRDO schedules it at 6.15, also on Thursday evenings, and sponsored by the J. B. Farrell clothing store.

Throughout the football season, Sam Hayes keeps fans informed of the ups and downs of leading grid teams from Maine to California. Each broadcast features a thrilling anecdote or two about the pigskin parade and Hayes doesn't hesitate to "go out on a limb" to predict what will happen when Team A meets Team B. A veteran sportscaster and analyst, Hayes is nationally known and respected for his ability to size up the nation's top teams.

Trading Post Will Be Heard Five Mornings Weekly

Novel in character, amusing and entertaining in capacity and almost unlimited in scope is the newest local program scheduled for October debut over WCSH - The Trading Post. Patterned after programs of similar format successfully aired in other parts of the Country, The Trading Post represents a radio clearing house for listeners who have something they'd like to trade or swap for something they want and do not possess. The program will be aired five days a week, Monday through Friday, from 9.00 to 9.15 a. m.

Much of the success of this type of program depends upon the man handling the microphone, or master of ceremonies. The Trading Post will be handled by Paul Gill, already familiar to WCSH listeners for his Swing Circle shows week-nights at 11.30 and the Valle's Inn broadcasts, and whose versatility on broadcasts requiring impromptu conversation as well as prepared script is well known.

Trading Post listeners who desire to trade some possession for something they feel certain can be obtained from other persons in this manner, will write out the name and description or such article and mail or bring it to WCSH during business hours. The station management reserves the right to "edit" the description, purely for the purpose of bringing it down to reasonable length and keeping it within the bounds of propriety. Each person submitting an item for trading must, of course, provide his or her name and address for reference in dealing with other "traders."

All transactions or "swaps" will be strictly between those desiring to trade. The radio station will not enter into this phase, but will endeavor to put one prospective trader in touch with another when they are unable to "get together" by themselves through information supplied during the broadcasts. The WCSH management wishes to stress that telephone and mail inquiries pertaining to information already broadcast will be handled by the stations only when listeners have failed to obtain the necessary information during the program, and strongly urge listeners to use pencil and paper to make note of items that interest them at the time the information is aired.

Starting date of the Trading Post is Oct. 7 and it behooves every WCSH listener who enjoys a good "swap" as well as a hearty laugh, to dig into cellar and attic and neglected closets, to find something no longer wanted, but which some other listener might well desire. Junior's roller skates may be outgrown, but some other youngster doubtless would welcome them, and in return a gold-rimmed mustache cup might be forthcoming! All that remains is to listen to the program and get in on the fun.

Longines Symphonette Rejoins WRDO Schedule

The Longines Symphonette, a program of the world's most honored music, sponsored by Longines-Wittnauer, makers of the world's most honored watches, returns to WRDO's program schedule this Fall Thursday evenings at 7.30.

The Longines Concert Orchestra under the direction of Misha Piatro brings to the lovers of classical music the better known works of the world's greatest composers.

When Red Skelton returned to the air recently, his cast made the NBC parking lot look like a post-war dream come true. Red showed up with a new 1946 town and country model and Rod O'Connor drove in with a car almost like it. Then came Keith McLeod, producer and GeGe Pearson each displaying a new sedan. Verna Felton, Red's grandmother on the show, topped them all, though, with a very gay coupe - of 1930 vintage.

Check Your Subscription Date, Please!

For some of our subscribers, this month marks the expiration of their subscriptions. An easy way to check is by noting the figures at the right of your name and address on Page 8.

For instance, subscriptions expiring this month are dated 10/46, which stands for October 1946. Check your figures NOW! This may be your last issue under your present subscription. If so, and you wish to renew, simply clip the coupon below and mail with the proper remittance to your nearest Maine Broadcasting System station - WCSH, Portland; WRDO, Augusta; or WLBZ, Bangor.

TO THE MAINE BROADCASTER: (Check one)

I wish to renew my subscription for—

- ☐ One Year - 50c
☐ Two Years - \$1.00

NAME _____

STREET OR RFD _____

CITY OR TOWN _____

STATE _____

WLBZ OCTOBER NIGHT SCHEDULE

620 ON YOUR DIAL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6.00	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Maine Network News	Grace Church Choir
6.15	Shell Journal (Shell Oil)	Sports Roundup (Maine Central RR)	Shell Journal (Shell Oil)	Sports Roundup	Shell Journal (Shell Oil)	Sports Roundup Duffy's Tavern	Esso Reporter Maine Radio News
6.30	Treasury Salute	Veterans Administration	Treasury Salute	Here's To Veterans	Allen Roth Orchestra	Boston Tune Party	Red Feather Man
6.45	ESSO Reporter Maine Radio News	ESSO Reporter Maine Radio News	Esso Reporter Maine Radio News	ESSO Reporter Maine Radio News	Esso Reporter Maine Radio News	Esso Reporter Maine Radio News	Music Hall Varieties
7.00	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Chesterfield Supper Club	Our Foreign Policy	Jack Benny (Pall Mall)
7.15	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)	News of the World	News of the World (Alka Seltzer)		
7.30	Carolyn Gilbert	Warde Donovan	Carolyn Gilbert	Arthur Hale (Richfield Oil)	Yankee Yarns (First National)	Arthur Hale (Richfield Oil)	Phil Harris & Alice Faye (Fitch Shampoo)
7.45	H. V. Kaltenborn	H. V. Kaltenborn	H. V. Kaltenborn	Touchdown Tips (Rapaport Tire)	H. V. Kaltenborn	New England Forum	
8.00	Calvacade of America (Dupont)	Rudy Vallee (Philip Morris)	Mr. and Mrs. North (Woodbury Soap)	Aldrich Family (General Foods)	Nissen's Blue Ribbon Minstrels Nissen Baking Co.	Life of Riley (P. & G.)	Charlie McCarthy (Chase & Sanborn Coffee)
8.30	Voice of Firestone (Firestone Rubber)	A Date with Judy (Tums)	The Great Gildersleeve (Kraft)	Burns and Allen Maxwell House Coffee	Allan Young (Bristol Myers)	Truth or Consequences (P. & G.)	Fred Allen (Tenderleaf Tea)
9.00	Telephone Hour (Bell Telephone System)	Amos 'n' Andy (Lever Bros)	Duffy's Tavern (Ipana)	Kraft Music Hall	People Are Funny (Raleighs)	Roy Rogers (Alka-Seltzer)	Manhattan Merry-Go-Round (Dr.LyonsToothPowder)
9.30	Victor Borge Show (Socony-Vacuum)	Fibber McGee & Molly (Johnson's Wax)	Mr. District Attorney (Vitalis-Ipana)	Jack Haley Show (Sealtest Ice Cream)	Waltz Time (Phillips Milk of Magnesia)	Can You Top This? (PalmoliveShaveCream)	American Album of Familiar Music (Bayer Aspirin)
10.00	Contented Program (Carnation Milk)	Bob Hope (Pepsodent)	Fabulous Dr. Tweedy (Amer. Tobacco)	Abbott & Costello (Camels)	Mystery Theater (Molle Shave Cream)	Judy Canova (Colgate)	Don Ameche (Drene)
10.30	Dr. I. Q. (Mars Candy)	Red Skelton (Raleigh Tobacco)	Kay Kyser's College of Musical Knowledge (Colgate-Palmolive)	Eddie Cantor (Pabst)	Dennis Day (Colgate)	Grand Ole Opry (Prince Albert)	Meet Me At Parky's (Old Golds)
11.00	ESSO Reporter	ESSO Reporter	ESSO Reporter	Esso Reporter	Esso Reporter	Esso Reporter	Maine Network News
11.15	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	Harkness of Washington	W. W. Chaplin	Story Behind the Headlines
11:30	Hotel Biltmore Orchestra	Your United Nations	Terrace Room	Concert of Nations	Tales of the Foreign Service	Log Cabin Farms Orch	The Pacific Story
12:00	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News	NBC World News

MORNING AND AFTERNOON SCHEDULE

5.30 A. M.—Down Homers Daily except Sun.
6.00 A. M.—News Daily except Sun.
6.05 A. M.—Maine Today Daily except Sunday
6.25 A. M.—YANKEE NEWS Daily except Sun.
6.30 A. M.—Maine Farm Topics Daily except Sun.
7.00 A. M.—Maine Central Almanac—MCRR Daily except Sun.
7.15 A. M.—Sacred Heart Program Mon. through Sat.
7.30 A. M.—ESSO REPORTER—Esso Marketeers Daily except Sun.
7.40 A. M.—Program Highlights Daily except Sun.
7.45 A. M.—Morning Melodies Mon., Wed., Fri., Sat.
Employment Service Tues., Thurs.
8.00 A. M.—MAINE NETWORK NEWS Mon. through Sat.
NBC World News Sun.
8.05 A. M.—Organ Reveries Sunday
8.15 A. M.—Do You Remember? Daily except Sun.
8.30 A. M.—Happy Kitchen Mon. through Fri.
Organ Recital Saturday
Church School of the Air Sunday
8.45 A. M.—4-H Club News Saturday
Maine Network News Sunday
9.00 A. M.—NINE O'CLOCK NEWS—National Biscuit Mon. through Fri.
Percolator Party Saturday
NBC NEWS Sunday
9.15 A. M.—Church in the Wildwood Tues through Fri.
Devotional Service Monday
Story to Order Sunday
9.30 A. M.—Woman's Radio Journal Mon. through Fri.
Camp Meeting Choir Saturday
Words and Music Sunday
9.45 A. M.—A Miss and a Male Saturday
Salon Music Sunday
10.00 A. M.—The Peabody's—Robin Hood Mon. through Fri.
Adventures of Frank Merriwell Saturday
First Radio Parish Sunday
10.15 A. M.—Margaret Matson Mon., Wed., Fri.
Faith in Our Time Tues., Thurs.
10.30 A. M.—Road of Life—Duz Mon. through Fri.
Adventures of Archie Andrews Saturday
Voices Down The Wind Sunday
10.45 A. M.—Joyce Jordan—Crisco-Dreft Mon. through Fri.
11.00 A. M.—Fred Waring Show Mon. through Fri.
News Roundup Saturday
ESSO REPORTER—Esso Marketers Sunday
11.05 A. M.—Hammond St. Church Sunday
11.30 A. M.—Bill Harrington Sings Mon. through Fri.
11.45 A. M.—Music of Manhattan Monday
Doctors Courageous Wednesday
Hammond Organ—Norm Lambert Tues., Thurs.
Red Cross Program Sunday

12.00 Noon—Korn Kobblers—Bangor Baking Co. Daily except Sun.
Trading Post Time Sunday
12.15 P. M.—ESSO REPORTER—Esso Marketers Daily except Sun.
12.20 P. M.—Maine Radio News Daily except Sun.
12.30 P. M.—Marjorie Mills Mon. through Fri.
Home Is What You Make It Saturday
Musical Memoirs—Eastern Trust Sunday
1.00 P. M.—MAINE NETWORK NEWS Daily
1.15 P. M.—Sons of the South (New Central Furniture) (M. W. F.) ... Daily except Sunday
Organ Melodies Sunday
1.30 P. M.—Matinee Revue Mon. through Fri.
Nat'l Farm and Home Hour Saturday
University of Chicago Round Table Sunday
1.45 P. M.—Robert McCormick Mon through Fri.
2.00 P. M.—The Guiding Light—Betty Crocker Soups Mon. through Fri.
R. C. A. Victor Show Saturday
Baseball Sunday
2.15 P. M.—Today's Children—Bisquick Mon. through Fri.
2.30 P. M.—A Woman in White—Wheaties Mon. through Fri.
Harvest of Stars—Int. Harvester. Sunday
2.45 P. M.—Meet Me at Newberrys Wednesday
Harry D. McNeil Monday
Melody Lane Tues., Thurs., Fri.
3.30 P. M.—Life Can Be Beautiful Mon. through Fri.
Shaeffer Parade—Shaeffer Pens Sunday
3.15 P. M.—Ma Perkins—Oxydol Mon. through Fri.
3.30 P. M.—Pepper Young's Family—Camay Soap Mon. through Fri.
One Man's Family—Royal Desserts Sunday
3.45 P. M.—A Right to Happiness—Ivory Soap Mon. through Fri.
4.00 P. M.—Backstage Wife—Dr. Lyons Toothpowder
Energene Mon. through Fri.
Herbie Field's Orch. Saturday
The Quiz Kids Sunday
4.15 P. M.—Stella Dallas—Phillips Milk of Magnesia
Danderine-Mulsified Shampoo Mon. through Fri.
4.30 P. M.—Lorenzo Jones—Bayer Aspirin Mon. through Fri.
Lucky Stars Sunday
4.45 P. M.—Young Widder Brown—Phillips Toothpaste Mon. through Fri.
5.00 P. M.—Shopper's Variety Revue Mon. through Fri.
NBC Symphony Sunday
5.25 P. M.—Lanny & Ginger Crown Jewelers Mon., Wed., Fri.
5.30 P. M.—Just Plain Bill—Anacin Mon. through Fri.
Edward Tomlinson Saturday
5.45 P. M.—Front Page Farrell—Bisodol-Kolynos Mon. through Fri.